

## REMARKS/ARGUMENTS

### Claim rejections 35 USC § 103

In section 4 of the above referenced Office Action, Claims 1-5, 7-12, 14-19 and 21 were rejected under 35 U.S.C. 103(a) as being allegedly unpatentable over Bezos et al., (U.S. Pat. No. 6,029,141) (hereinafter Bezos) in view of Dabney et al., (U.S. Pat. No. 6,643,663) (hereinafter Dabney). The Applicant respectfully traverses the rejection.

#### As per Claims 1, 8 and 15:

Independent Claims 1, 8 and 15 recite embodiments of the present invention that enable the easy updating of e-commerce storefront information. Specifically, independent Claims 1, 8 and 15 recite a further limitation of accessing a Web page by submitting log in information upon which a web page editor having a graphical user interface is invoked. An item on the Web page is selected, edited, and submitted. Upon submission of the edited item, the user receives an updated version of the Web page to view and verify the edited item.

Bezos is directed to a system whereby, when a customer selects a referral link, the customer's computer transmits unique IDs of the selected product of the associate to the merchant's site, identifying the product and referring associate such that if the customer purchases the product from the merchant's site a

commission is automatically credited to the referring associate. (See Bezos, Abstract). The associate's Web site is the site of an entity that has registered with the merchant, via the online registration process, to market a subset of the merchant's goods in return for compensation. (See Bezos, col. 6, lines 31-34). Upon receipt of the special linking instructions, the associate can begin to build content of the associate's Web site. (See Bezos, col. 11, lines 16-18).

Bezos discloses that an ID must be used to link the sponsoring Web site to the catalog. (See Bezos, col. 16, Appendix A). The associate can modify its product offerings by updating product description and corresponding referral links within the catalog. (See Bezos, col. 9, lines 5-8). The Applicant has found no reference in Bezos on how the associate's Web site is updated. The Applicant understands Bezos to teach that special linking instructions links the content of associate's Web site to the merchant's site, requiring a skilled administrator to update the link to the product and build the associate's site using conventional methods (e.g., HTML, Java and XML) as opposed to a store manager himself.

Moreover, Bezos discloses that a Web browser communicates with the Web server that in turn can request, retrieve and view accesses to a local store. (See Bezos, col. 9, lines 54-61). The above referenced Office Action asserts that a product is edited via a web browser. The Applicant does not understand Bezos to teach editing product information via a web browser but merely to use a web

browser to communicate with the Web server in order to request, retrieve and view accesses to a local store.

Claims 1, 8 and 15 distinguish over Bezos by reciting the limitation of invoking a web page editor having a graphical user interface, selecting an item to modify, editing and submitting the item, and receiving and verifying an updated version. In contrast, Bezos discloses building the content of the associate's Web site by linking them to the merchant's site using special linking instructions, requiring a skilled administrator to update the link to the product and build the associate's site using conventional methods (e.g., HTML, Java and XML) as opposed to a store manger himself, and using a web browser to communicate with the Web server to request, retrieve and view accesses to a local store. The Applicant has found no reference in Bezos to teach how the associate's web site is updated. As such, Bezos does not disclose the limitation of invoking a web page editor having a graphical user interface, neither does Bezos disclose the limitation of selecting, editing and submitting an item, nor does Bezos teach the limitation of receiving and verifying an updated version, as claimed.

The deficiencies of Bezos are not cured by the addition of Dabney. Dabney is relied upon for allegedly showing the receiving of an updated Web page including the edited item and verification of the update web page. The cited section of Dabney describes one party (e.g., the editor) blocking out a web page and updating the web page at the request of a second party (e.g., the manager).

There is no disclosure within Dabney for any selecting of an item as it is actually displayed on a web page and immediately editing the item on that web page (emphasis added).

Consequently, there is no suggestion or motivation to one of ordinary skill in the art for any combination of Dabney with Bezos to obtain the functionality of the claimed invention. For the above rationale, the present invention as recited in independent Claims 1, 8 and 15 is not obvious in light of the cited combination within the meaning of 35 USC 103(a). Claims 2-5, 7, 9-12, 14, 16-19 and 21 depend from independent Claims 1, 8 and 15 and are therefore patentable over the cited combination within the meaning of 35 USC 103(a) at least for the same reasons that their independent claims are patentable. As such, allowance of Claims 1-5, 7-12, 14-19 and 21 is earnestly solicited.

As per Claims 6, 13 and 20:

In section 5 of the above referenced Office Action, Claims 6, 13 and 20 were rejected under 35 USC 103(a) as being allegedly unpatentable over Bezos in view of Dabney in further view of Immerman et al., (U.S. Pat. No. 6,785,721) (hereinafter Immerman). The Applicant respectfully traverses the rejection.

The rejection admits that Bezos modified by Dabney does not specifically teach submitting a first log in information to obtain a first privilege level for editing

the Web page and submitting a second log in information to obtain a second privilege for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level. In order to overcome this defect, the above referenced Office Action relies on Immerman.

The Applicant has found no teaching or motivation to combine Immerman with Bezos and Dabney to provide multiple privilege levels for editing the Web page.

Moreover, Claims 6, 13 and 20 depend from independent Claims 1, 8 and 15 respectively. Accordingly, Claims 6, 13 and 20 include the limitations of their independent claims respectively. Arguendo, assuming that Immerman teaches the motivation for providing multiple privilege levels for editing the Web page, the combination of Bezos, Dabney and Immerman still does not teach the limitations of Claims 6, 13 and 20 for the same rationale discussed above.

Accordingly, the combination of Bezos, Dabney and Immerman does not render Claims 6, 13 and 20 obvious under 35 USC 103(a). As such, allowance of Claims 6, 13 and 20 is earnestly solicited.

For the above reasons, the Applicant requests reconsideration and withdrawal of objections and rejections under 35 U.S.C. §103(a).

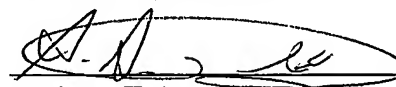
## CONCLUSION

In light of the above listed remarks, reconsideration of the rejected Claims is requested. Based on the arguments presented above, it is respectfully submitted that Claims 1-21 overcome the rejections and objections of record and, therefore, allowance of Claims 1-21 is earnestly solicited.

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Respectfully submitted,  
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